

Rep Order# 9780253 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/16/2012 9:40 AM  
Last Received: 08/15/2012 4:31 PM  
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DEFEND JUSTICE  
Estimate# 1544  
Buyer JANET KATOWITZ  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G ST, NE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 361/379/1544  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILLIPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

DEFEND JUSTICE FROM POLITICS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW DEFEND JUSTICE ORDER  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	7A-8A	GMA	:30	\$350.00	10/09-10/12	2	1	2	\$700.00	
	2	M	7A-8A	GMA	:30	\$350.00	10/15-10/15	1	1	1	\$350.00	
	3	TU-F	8A-9A	GMA	:30	\$350.00	10/09-10/12	2	1	2	\$700.00	
	4	TU-F	530P-6P	NEWS	:30	\$450.00	10/09-10/12	2	1	2	\$900.00	
	5	M	530P-6P	NEWS	:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
	6	TU-F	6P-630P	NEWS	:30	\$750.00	10/09-10/12	2	1	2	\$1,500.00	
	7	TU-F	7P-730P	WHEEL	:30	\$400.00	10/09-10/12	1	1	1	\$400.00	
	8	TU-F	730P-8P	JEOPARDY	:30	\$400.00	10/09-10/12	2	1	2	\$800.00	
	9	TU-F	11P-1135P	NEWS	:30	\$650.00	10/09-10/12	3	1	3	\$1,950.00	
	10	TU-F	1135P-1205A	NITELINE	:30	\$225.00	10/09-10/12	2	1	2	\$450.00	

Station WWSB-TV SARASOTA, FL    Agency ( ) THE NEW MEDIA FIRM    Rep Firm  
 Advertiser ( ) POLITICAL ISSUE GROU    1322 G ST, NE    Sales Office ( ) WASHINGTON  
 Product DEFEND JUSTICE    WASHINGTON, DC 20003    Salesperson ( ) BRAD PHILIPPS  
 Estimate# 1544    Agency C/P1/P2/E 361/379/1544  
 Buyer JANET KATOWITZ    Flight Dates 10/09/2012 - 10/15/2012    Salesperson Phone# 202-955-5342  
 Phone#    Hiatus Weeks    Salesperson FAX# 202-955-5348  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SA	630P-7P	NEWS	:30	\$425.00	10/13-10/13	1	1	1	\$425.00	
	12	SA	7P-730P	WHEEL	:30	\$425.00	10/13-10/13	1	1	1	\$425.00	
	13	SU	630P-7P	NEWS	:30	\$425.00	10/14-10/14	1	1	1	\$425.00	

**---REPORT TOTALS---**  
 Report Totals: 21 / \$9,475.00

**---SALES MONTHLY TOTALS---**  
 Oct 12: 21 / \$9,475.00  
 Sales Totals: 21 / \$9,475.00  
 Station Totals: 21 / \$9,475.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

**---COMPETITIVE---**  
 Market Totals \$157,917  
 CABL 0%    UNKN 94%    WBSV 0%    WFLA 0%    WFTS 0%  
 WTOG 0%    WTSP 0%    WTTA 0%    WTVT 0%    WWSB 6%

**---COMPETITIVE COMMENTS---**  
 SHARES EST- WILL FOLLOW UP

Books null  
 Demos RA35+

## CONTRACT



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

And:

**THE NEW MEDIA FIRM**  
**904 PENNSYLVANIA AVE SE**  
**SUITE 2**  
**WASHINGTON, DC 20003**

<u>Contract / Revision</u> 31479 /		<u>Alt. Order #</u> 09780253
<u>Product</u> 361/379/1544/DEFEND JUSTICE		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Est. #</u> 1544
<u>Advertiser</u> DEFEND JUSTICE		<u>Original Date / Revision</u> 08/20/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 361	<u>Product Code</u> 379
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	10/09/12	10/12/12	Good Morning America	7-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$350.00			
N 2	7	10/15/12	10/15/12	Good Morning America	7-9a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$350.00			
N 3	7	10/09/12	10/12/12	Good Morning America	7-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$350.00			
N 4	7	10/09/12	10/12/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$450.00			
N 5	7	10/15/12	10/15/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$450.00			
N 6	7	10/09/12	10/12/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$750.00			
N 7	7	10/09/12	10/12/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				1	\$400.00			
N 8	7	10/09/12	10/12/12	M-Sa 730-8p	MILLIONAIRE		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$400.00			
N 9	7	10/09/12	10/12/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				3	\$650.00			
N 10	7	10/09/12	10/12/12	Nightline	1135p-12:02:05a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				2	\$225.00			
N 11	7	10/13/12	10/13/12	ABC 7 Sat News at 7p	7-730p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$425.00			
N 12	7	10/13/12	10/13/12	M-Sa 7-730p	WHEEL		:30			NM	1	\$425.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

Contract / Revision	Alt. Order #
31479 /	09780253

Contract Dates	Product	Est. #
10/09/12 - 10/15/12	361/379/1544/DEFEND	1544

Advertiser	Original Date / Revision
DEFEND JUSTICE	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   -----S-   1   \$425.00												
N 13 7		10/14/12	10/14/12	ABC 7 Sun News at 63	630-7p		:30			NM	1	\$425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12   10/14/12   -----S   1   \$425.00												
<b>Totals</b>											<b>21</b>	<b>\$9,475.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	21	\$9,475.00	\$8,053.75
<b>Totals</b>	<b>21</b>	<b>\$9,475.00</b>	<b>\$8,053.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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